

Trade Notes...

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TV Series to Feature U.S. Hardwoods in U.K.-EU Markets

In October, a British television series began featuring U.S. hardwoods. The show is on a Discovery "Home and Leisure" channel, and could reach up to 30 million homes in Europe. A well-known British craftsman-designer will demonstrate and describe basic manufacturing processes for different pieces of furniture made from American hardwood species, such as black walnut, maple, cherry, oak, elm and ash. This TV series, the "Cutting Edge Woodworker" will also feature visits to two leading U.K. distributors that import U.S. hardwoods. The series will be supported by U.S. suppliers, and wood product information will be provided on television show's Web site. The series, which is expected to significantly increase the awareness of U.S. hardwoods in Europe, is part of AHEC's (the American Hardwood Export Council) MAP (Market Access Program) strategy to raise the profile of U.S. hardwood products.

USDA to Promote Exports at Food Show in Japan

USDA will host a USA Food Pavilion, March 9-12, 2004, at the FOODEX Japan 2004 trade show in Tokyo. FOODEX Japan is the largest food and beverage trade show in Asia and third largest in the world after SIAL in Paris and ANUGA in Cologne. More than 75 countries and about 89,000 trade visitors attended FOODEX 2003, including key decision makers from restaurants, supermarkets, hypermarkets, grocery stores, hotels, fast-food outlets and convenience stores, as well as distributors, agents, brokers and wholesalers. U.S. sales as a result of last year's show are projected to top \$32 million. In 2004, USA Pavilion exhibitors will benefit from a strong U.S. identification package and enhanced services, including a dedicated business center and Internet café, as well as personalized product presentations and access to services offered through two state-regional trade groups, the Mid-American International Agri-Trade Council and the Western United States Agricultural Trade Association. For more information on exhibiting products in the USA Pavilion at FOODEX 2004, or for information on other USDA-endorsed shows, contact Khaliaka Meardry at 202-720-3065, e-mail: Khaliaka.Meardry@usda.gov.

FAS Trade Mission Promotes Export Sales in Brazil

In September, the FAS São Paulo Agricultural Trade Office sponsored a trade mission to São Paulo and Rio de Janeiro. Seven U.S. companies with high-value products such as wines, pudding, pretzels, dietetic products, fish spreads and Asian-style cooking sauces participated. In São Paulo, activities included a product display, presentations on retail structure, market trends, import regulations and supermarket tours. Participants had 23 pre-arranged one-on-one meetings and projected 12-month sales of \$365,000, as a result of the mission. Participants also exhibited their products at the SIAL Mercosul trade show in Rio de Janeiro.

SUSTA Receives E-Award

In September, SUSTA (the Southern United States Trade Association) received the U.S. Department of Commerce E-Award. The E-Award recognizes persons, firms or organizations that contribute significantly in the effort to increase U.S. exports. SUSTA participates in several FAS export programs.